

I would like to encourage you to allow satellite radio to broadcast local content. The terrestrial broadcast interests want to say this is a clear cut issue of legality. Please don't let simple 'legality' get in the way of giving customers what they want. The issue is not really Local Content. The REAL issue here is the details of competition between two business models for providing "radio" content. The first, the terrestrial broadcasters, support the service by payments from advertisers who assign a value to the opportunity to speak to listeners. The other is supported by direct listener payments. The blossoming of Satellite Radio is an indication of how poorly the advertiser supported radio stations provide for the desires of the consumer. If the consumer were happy with the services provided by Local broadcast, they would not pay money to get programming when they could get it for 'free.' The issue is not only the commercials from advertisers, the issue also extends to the content of these stations who are trying to be everything to everybody, with multiple stations in the same genera with very close to equivalent content. Satellite Broadcasters are choosing to provide something for everyone in separate streams instead of everything for everyone in one stream, duplicated multiple times for 'competitive reasons.'

This is the case with the current objections about satellite radio providing local Weather and Traffic coverage as well. Listeners desire instant access to Weather, and traffic, for various reasons. In addition it is by no means unfair competition. Traditional Radio Broadcast technology (though perhaps not legislation) is capable of providing the services that satellite radio is being criticized for by commonly supporting an all weather all traffic station, so that's not a valid argument.

Please encourage competition by allowing satellite radio to broadcast local content by rejecting NAB's petition 04-160 and codifying satellite radio's charter to include, though not require, providing local content. The consumers will thank you. They will either get increasingly desirable terrestrial content, if the terrestrial broadcasters are up to the challenge, or they will get the content they desire through direct payment. Business as usual is resulting in reduced choice, please help the consumers!